

Message Text

UNCLASSIFIED

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12

ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 RSC-01 /019 W

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R 020826Z DEC 74

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 6427

UNCLAS TOKYO 15676

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: TTC - NORMAN D. GLICK

REF: STATE 251556

1. RE POWER SOURCES, EMBASSY DOES NOT RPT NOT FAVOR JEEP AT THIS TIME IN THEMES CONSIDERED REFTEL BECAUSE THEY EITHER IN EXPERIMENTAL STAGES OR INVOLVE VERY LIMITED NUMBER U.S. SUPPLIERS AND JAPAN BIYERS. WILL REVIEW THIS THEME IN EFFORT TO IDENTIFY APPROPRIATE CATEGORY FOR FUTURE JEEP.

2. EMBASSY CONSIDERS ALL OF FOLLOWING THREE CATEGORIES AS APPROPRIATE FOR JEEPS.

(A) BABY AND INFANTS CLOTHING AND ACCESSORIES WOULD CONCENTRATE ON 500 MILLION DOLLAR BABY INFANT CLOTHING MARKET AND OTHER ITEMS, E.G., BABY CRIBS, FURNITURE, ACCESSORIES AND DAILY CARE ITEMS. TOTAL JAPANESE MARKET ALL THESE ITEMS ESTIMATED AT OVER 800 MILLION DOLLARS ANNUALLY. PER CHILD EXPENDITURES IN SOME PRODUCT AREAS NEARLY DOUBLE THAT OF U.S.

(B) ADVANCE WELDING EQUIPMENT AND SUPPLIES. SEE EMBASSY'S BEST PROSPECTS REPORT A-665.

(C) NON-DESTRUCTIVE TEST INSTRUMENTS. ALTHOUGH NO PUBLISHED STATISTICAL DATA ON THIS SPECIFIC GROUP, INDUSTRY SOURCES ESTIMATE MARKET GROWING AS MUCH UNCLASSIFIED

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AS 30-50 PERCENT ANNUALLY. PRESENTLY 120 JAPANESE FIRMS

SPECIALIZE IN NON-DESTRUCTIVE TESTING, WITH WITH TOTAL
REVENUE APPROXIMATELY 40 MILLION DOLLARS IN 1973,
EXPECTED EXCEED 300 MILLION DOLLARS IN 1980. MANY
OF THESE FIRMS EXPECTED INVEST IN ADVANCED TESTING
EQUIPMENT TO SURVIVE STIFF COMPETITION EXISTING THIS
FIELD. AMERICAN EQUIPMENT AND TECHNOLOGY THIS PRODUCT
CATEGORY GENERALLY CONSIDERED SUPERIOR TO JAPAN IN
PERFORMANCE AND DESIGN.
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